

## CLAIMS

What is claimed is:

1. A business method relating to conventional beverage containers having sealed apertures comprising:

conveying by profit making sale a right to attach indicia to consumer removed, flexible protective members to be adhered to the sealed conventional beverage containers;

manufacturing the protective members;

applying indicia to the protective members; and

adhering the protective members to the sealed containers to form a substantially wrinkle free skin tight seal between the protective member and at least a portion of a mouth contact area of the conventional beverage containers.

2. The method of claim 1 in which conveying the right to attach indicia to protective members to be adhered to beverage containers is achieved by selling the right to third parties.

3. A business method relating to conventional beverage containers having sealed apertures comprising:

conveying by profit making sale a right to attach indicia to consumer removed, flexible protective members to be adhered to the sealed conventional beverage containers;

manufacturing the protective members, the protective members being made in an hourglass configuration to facilitate adherence to a top and convex side of a container without deformation and without wrinkling of a material of the

protective member by folding it over a rim of a beverage can when adherence occurs;

applying indicia to the protective members; and

adhering the protective members to the sealed containers to form a substantially wrinkle free skin tight seal between the protective member and at least a portion of a mouth contact area of the conventional beverage container.

4. The method of claim 1 which further comprises sanitizing at least the mouth contact portion of the containers.

5. The method of claim 1 in which the indicia is at least one of advertising, promotion, games of chance, premiums, collectibles, redeemables, merchandise acquisition means, prizes, public service announcements, instructional information, and warnings.

6. The method of claim 1 wherein indicia is applied to the protective members by printing.

7. The method of claim 6 which further comprises treatment of the protective members to accept and retain printing ink.

8. The method of claim 7 in which the treatment of the protective members is by corona discharge.

9. The method of claim 6 wherein the printing is applied to

an underside of the protective members.

10. The method of claim 9 where the protective member is opaque so that the user cannot see the indicia until the protective member is removed.

11. The method of claim 10 where the underside printing and opaque protective member facilitates using the method for such things as games of chance, premiums, collectibles, redeemables, merchandise acquisition means, and prizes without a user knowing in advance of protective member removal which of a plurality of chances the user has obtained.

12. The method of claim 1 wherein the protective members are adhered to containers using adhesive.

13. The method of claim 12 in which the adhesive is antibacterial.

14. The method of claim 1 which further comprises imposing an anti-static chemical treatment on the protective member such that each one of the protective members will slide easily from an adjoining member and not cling to it under high speed dispensing.

15. The method of claim 1 which further comprises imposing chemical treatment on the protective member such that adhesive will bond more strongly to the member and less strongly to metal of the

beverage container such that no adhesive residue is left on the container after removal of the protective member thus allowing the protective member to be adhered to other surfaces.

16. A business method relating to sealed conventional beverage containers comprising:

conveying by profit making sale a right to attach indicia to consumer removed, flexible protective members to be adhered to a sealed conventional beverage container;

manufacturing each protective member in an hourglass configuration to facilitate adherence to a top and convex side of a container without deformation and without wrinkling of a material of each protective member;

applying indicia to each protective member; and

adhering each protective member to a container including by folding each over a rim of a conventional beverage can to form a substantially wrinkle free skin tight seal between the protective member and at least a portion of a mouth contact area of the conventional beverage containers.

17. A business method relating to sealed conventional beverage containers comprising:

conveying by profit making sale to a third party, a right to attach indicia to consumer removed, flexible protective members to be adhered to sealed conventional beverage containers;

manufacturing the protective members;

applying indicia to opaque protective members by printing on the underside thereof to facilitate using the method for such things as games of chance, premiums, collectibles, redeemables, merchandise acquisition means, and prizes without a user knowing in advance of protective member removal which of a plurality of chances the user has obtained; and

adhering the protective members to the sealed containers to form a substantially wrinkle free skin tight seal between the protective member and at least a portion of a mouth contact area of the conventional beverage containers.

18. The method of claim 1, wherein the protective members when at least partially removed from the beverage containers are reattachable thereto.

19. The method of claim 1, wherein the protective members are collectible.